

## Speakers

**YU Min**

**Director General of ICC China**



Dr. Yu Min joined the CCOIC in 2006 and now serve as the Director General of ICC China Secretariat, CCOIC (ICC China). She is responsible for the daily work of the ICC China. Under her leadership, ICC China work closely with International Chamber of Commerce (ICC) and other ICC National Committees. She also manage the affairs of 12 ICC China policy commissions, including Banking Commission, Arbitration and ADR Commission, Intellectual Property Commission, Commercial Law and Practice Commission, Digital Economy Commission, Environment and Energy Commission and etc.

**JIA Hongyi**  
**Vice-President and General Counsel**  
**of Kuaishou Group**



Mr. JIA Hongyi is the Vice-President and General Counsel of Kuaishou Group. He established a new form of legal and compliance system for the internet industry in the rise of short video and live streaming business, built an intellectual property management system to manage patents, trademarks, copyrights and domain name assets, and set up a multi-dimensional corporate litigation rights protection and monitoring system covering administrative, civil and criminal cases. Jia Hongyi initiated and headed the digitalization for the internal of the Group, including a series of information systems such as online process approval system, intellectual property management system, electronic monitoring and forensics system, etc., enhancing work collaboration of legal department.

**Sheila A. Millar**

**Vice-Chair of ICC Global**

**Marketing and Advertising**

**Commission, Partner at Keller and  
Heckman**



Ms. Sheila A. Millar is the Vice-Chair of the International Chamber of Commerce (ICC) Marketing and Advertising Commission, and chairs its Working Group on Sustainability.

Ms. Millar, a partner with Keller and Heckman LLP, leads our firm's consumer protection regulatory practices and brings deep experience to a range of public policy and regulatory matters, including advertising and promotions, connected products, privacy and cybersecurity, and product safety. She counsels international and domestic businesses on compliance questions and processes, represents them in regulatory enforcement matters, and advocates on their behalf before federal and state legislative and regulatory bodies. Ms. Millar represents clients in enforcement investigations by the Federal Trade Commission (FTC), Consumer Product Safety Commission (CPSC), and state attorneys general.

**Sae-Ryo Kim**

**Senior Advisor, Public Partnerships  
Section, UNICEF China**



Ms. Sae-Ryo Kim joined UNICEF China as the Senior Advisor for Public Partnerships Section in November 2020.

She has worked in the UN system for 20 years promoting public partnerships for the cause of children, women and girls. Prior to joining UNICEF China, Ms. Kim worked with UNFPA as the Partnerships Advisor for China and the Republic of Korea, and from January to August 2019, she served as the Chief ad interim of the UNFPA Seoul Office. Before joining UNFPA, Ms. Kim served in various positions in UNICEF at Headquarters (Public Partnerships Division), India Country Office and Office for Japan and the Republic of Korea. She holds a BA in History from Peking University and MA in International Area Studies from Korea University.

**ZHANG Guohua**

**President, China Advertising  
Association**

**Vice President, International  
Advertising Association**



Mr. Zhang Guohua is President of the China Advertising Association (CAA) and Vice President of the International Advertising Association. Mr. Zhang, leading the teams of the Department and CAA, presided over the formulation, revision, and implementation of a number of advertising laws and regulations, promotes the advertising parks construction and industrial progress, gathers the industry communities for more exploration and innovation and made important contributions to the healthy and international development of the advertising industry in China.

With years of hard work, Mr. Zhang has deep feelings for the advertising industry, accumulates rich practical experience, and has in-depth researches and insights on how the industry could serve for the national economic and cultural strategy in China.

**YANG Qinghong**

**Senior Director of Government and  
Public Affairs, the LEGO Group  
China**



Ms. YANG Qinghong joined the LEGO Group China as Senior Director of Government and Public Affairs in November 2018. She has been leading the LEGO Group China Government and Public Affairs team to actively prepare for the participation CIIE for 4 consecutive years, facilitate the application of the LEGO Group's upgrade as MNC regional HQ and establish new business entity in Shanghai. She has over twenty-year's experience of public and external affairs in Multi-National Companies. Before joining the LEGO Group, she was Director of Public Affairs and Corporate Relations in L'Oréal China, supervising public relations, corporate social responsibility and government affairs.



**Raelene Martin**

**Head of Sustainability, International  
Chamber of Commerce**



Ms. Raelene Martin is the Head of Sustainability at the International Chamber of Commerce. In this capacity, Raelene leads the development of ICC's work on sustainability policy in the context of ICC's Commission on Environment and Energy.

Raelene joined ICC in 2009 and has led ICC's policy work in other areas including international tax policy as well as global standards setting for marketing and advertising. In this capacity, Raelene manages the portfolio of ICC's Marketing and Advertising Commission, an international body of executive level experts that craft policy and business practice tools, including self-regulatory guidance in marketing and advertising communications that forms the foundation for most national and sector self-regulation, as well as examining major marketing and advertising related policy issues of interest to world business.

**Lucas Boudet**

**Director General of the European  
Advertising Standards Alliance**



Mr. Lucas Boudet, Director General of the European Advertising Standards Alliance is the Director General of the European Advertising Standards Alliance (EASA). EASA is the single authoritative voice on advertising self-regulation in Europe. It promotes high ethical standards in commercial communications by means of effective self-regulation.

Before joining EASA in 2016, Lucas Boudet spent 12 years leading different self-financed independent French Chambers of Commerce abroad, in Belgium, Thailand, and South Korea. He holds a Master's degree in entrepreneurial studies from the Paris Institute of Political Science as well as a double degree in French and Anglo-American business law from the University of Paris.



**Kaj Török****Chief Reputation Officer and Chief Sustainability Officer, Max Burgers**

Mr. Kaj Török is Chief Sustainability Officer at MAX Burgers. In 2008 MAX created the world's first climate labelled menu and started capturing emissions through reforestation in Africa. In 2019 MAX received UN Global Climate Action Award. MAX is the company in Sweden that is most well-known for taking climate action. Kaj has worked with sustainability since the mid-90s. He has repeatedly been named as one of Sweden's 100 top influential people within sustainability since 2014, and was awarded Sweden's best sustainability officer in 2020.

Kaj has worked with communications and sustainability since 1996 - always aiming to inspire a sustainable world where people and companies are worthy of trust. Kaj acquired a science master's degree in Systems Ecology from Stockholm University.



**CHI Xiangzhen**

**Member of ICC China Commission  
on Marketing and Advertising, Brand  
Director of Yili Group**



Ms. CHI Xiangzhen joined Yili as the Senior Director of the Brand Management Department in December 2021. She is responsible for establishing the group's overall brand system, planning the foundation and future of the group's brands on a strategic level, formulating and sorting out the brand positioning of Yili's brands, brands structure and Yili's own brand management system, helping to create iconic and successful brands, improving brands' value.

Before joining Yili, Chi served as a senior brand director in Weichuan Foods Company, responsible for all brand related management, including brands positioning and strategy, integrated marketing, media and market research.

**HU Huangang**

**Head of Legal and Intellectual**

**Property Department of JD Group**



Dr. HU Huangang, Doctor of Laws. Former judge of Beijing Chaoyang District People's Court with years of judicial experiences. Mr. HU joined JD Group in 2016, and has served successively as the leader of Dispute Resolution Legal Team, Logistics and Integrated Legal Team, Logistics Legal Team, Technology Legal Team. Now Mr. HU is the Head of the Legal Compliance and Intellectual Property Department, and he is in full charge of legal affairs and intellectual property management of JD Group.

## **JIN Rui**

### **Founding Partner of Furbish Fund**



Ms. JIN Rui is the Funder of Furbish Fund. She has been deeply involved in the media, Internet and new consumer industries for many years, and she is also committed to the field of new consumption overseas and high-quality content creation, and she has successfully run the online promotion of several well-known films. The Furbish fund, which she founded, focuses on new consumption overseas investments and has provided strategic consulting services to a number of well-known companies.

JIN Rui was the executive president and partner of Xiamen Feibo Co-creation Network Technology Co., Ltd. She graduated from the University of Hong Kong.



**Oliver Gray**

**Co-Chair of the ICC Task Force on  
Code, CEO of Graywise**

